

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

June 13, 1997

RJR Account #315288  
Mr. B. Grismore  
DOWLINGS, INC.

**SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997**

Dear Bud:

SALEM .30¢ tear tape product has been ordered, as well as 9 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

**Display Detail / Item #530123**

<b><u>SKU CUBE:</u></b>	<b>0.4890</b>
<b><u>SKU WT (w/o Product):</u></b>	<b>1.4480 lbs</b>
<b><u>Retail Sales Offers per Sku:</u></b>	<b>40 units</b>
<b><u>Billing per Sku:</u></b>	<b>4 Full Price Cartons</b>

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

**THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enc. Retailer Letter

Retail Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

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JULY DELIVERY  
SALEM TEAR TAPE

**July Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION:** EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**DISPLAY LOAD (4 CARTONS):**

**1 CARTON EACH:**

SALEM FULL FLAVOR  
SALEM LIGHT  
SALEM FULL FLAVOR 100  
SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)

**Product PO # 730A : Displays PO # 730B**

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	Full Flavor	1
12300-12439	Light	1
12300-12239	Full Flavor 100	1
12300-12539	Light 100	1

**Product / Premium Arrival:** June 30, 1997  
**Ship Date to Retail:** Week of: July 14, 1997

**EFT \$ Amount:** \$1,431.29  
**Non-EFT \$ Amount:** \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.**

JULY DELIVERY

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**AUGUST DELIVERY  
SALEM TEAR TAPE**

**August Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION: UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.**

**Product PO #** 804A

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	Full Flavor	1
12300-12439	Light	1
12300-12239	Full Flavor 100	1
12300-12539	Light 100	1

**Product Arrival:** August 4, 1997

***(No Displays will be shipped)***

**Ship Date to Retail:** Week of: August 18, 1997

**EFT \$ Amount:** \$1,431.29

**Non-EFT \$ Amount:** \$N/A

***R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.***

***AUGUST DELIVERY***

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# RETAIL CUSTOMER LIST

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM				TOTAL NO. OF STORES (DISPLAYS)
									FF	LT	FF 100	LT 100	
113568	CAP 'N' CORK	BELWOOD SHOP CTR.	COLCHESTER	VT	5446	315288	DOWLINGS INC.	2725	4	4	4	4	1
113608	MINOR'S COUNTRY MKT	RT 104	FAIRFAX	VT	5454	315288	DOWLINGS INC.	2134	4	4	4	4	1
113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	5859	315288	DOWLINGS INC.	2630	3	3	3	3	1
502527	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	5446	315288	DOWLINGS INC.	0	4	4	4	4	1
623828	MIDDLE ROAD MARKET	MIDDLE ROAD	MILTON	VT	5468	315288	DOWLINGS INC.	0	4	4	4	4	1
711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	5447	315288	DOWLINGS INC.	0	3	3	3	3	1
712790	K.L QUICK STOP	375 MAIN ST	WINOOSKI	VT	5404	315288	DOWLINGS INC.	0	3	3	3	3	1
114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	5775	315288	DOWLINGS INC.	3617	3	3	3	3	1
632630	MARTINS SOUTH	510 SOUTH STREET	BENNINGTON	VT	5201	315288	DOWLINGS INC.	4041	2	2	2	2	1
						315288 Total			30	30	30	30	9



*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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